



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

CONTRACT

<u>Contract / Revision</u> 944028 /		<u>Alt Order #</u> 06290316
<u>Product</u> Issue		
<u>Contract Dates</u> 08/24/12 - 08/30/12	<u>Estimate #</u> 368 CROSSROADS GP	
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/22/12 / 08/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	08/24/12	08/24/12	6a A7N More In The AM	6-7a		:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$700.00			
N 2	KOAT	08/24/12	08/24/12	Good Morning America	7-9a		:30			NM	1	\$600.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$600.00			
N 3	KOAT	08/24/12	08/24/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$600.00			
N 4	KOAT	08/24/12	08/24/12	Action 7 News @ 6p	6-630p		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				2	\$800.00			
N 5	KOAT	08/24/12	08/24/12	Entertainment Tonight 630-7p	630-7p		:30			NM	1	\$800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$800.00			
N 6	KOAT	08/24/12	08/24/12	Nightline	1105-1135p		:30			NM	1	\$275.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$275.00			
N 7	KOAT	08/25/12	08/25/12	Sa 6a A7N More in the AM	6-9a		:30			NM	3	\$900.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----3-				3	\$300.00			
D 8	KOAT	08/25/12	08/25/12	Action 7 News @ 5p Sat	5-530p		:30			NM	0	\$0.00
N 9	KOAT	08/25/12	08/25/12	NASCAR Cup Series Prime	5-11PM		:30			NM	3	\$1,950.00
		Class of Time - Pre-emptible with notice										

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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944028 /	06290316

Contract Dates	Product	Estimate #
08/24/12 - 08/30/12	Issue	368 CROSSROADS GPS

Advertiser	Original Date / Revision
Crossroads GPS	08/22/12 / 08/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----3- 3 \$650.00												
N 10	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1- 1 \$800.00												
N 11	KOAT	08/25/12	08/25/12	GREY'S ANATOMY	Late Fringe/Various		:30			NM	1	\$130.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1- 1 \$130.00												
N 12	KOAT	08/26/12	08/26/12	Su 6a A7N More in the AM	6-9a		:30			NM	1	\$300.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$300.00												
N 13	KOAT	08/26/12	08/26/12	This Week	9-10a		:30			NM	1	\$700.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$700.00												
N 14	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		:30			NM	1	\$525.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$525.00												
N 15	KOAT	08/26/12	08/26/12	Extreme Makeover	Prime Other		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$1,500.00												
N 16	KOAT	08/26/12	08/26/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$1,100.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$1,100.00												
N 17	KOAT	08/26/12	08/26/12	Action 7 News @ 1030p Sun	1030-1105p		:30			NM	1	\$775.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$775.00												
N 18	KOAT	08/28/12	08/29/12	6a A7N More In The AM	6-7a		:30			NM	2	\$1,400.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 -TW---- 2 \$700.00												
N 19	KOAT	08/27/12	08/29/12	Good Morning America	7-9a		:30			NM	3	\$1,800.00
Class of Time - Fixed Non Pre-emptible <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 MTW---- 3 \$600.00												
N 20	KOAT	08/27/12	08/29/12	Action 7 News @ 5p	5-530p		:30			NM	3	\$1,800.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 MTW---- 3 \$600.00												
N 21	KOAT	08/27/12	08/29/12	Action 7 News @ 6p	6-630p		:30			NM	6	\$4,800.00
Class of Time - Pre-emptible with notice												

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<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/22/12 / 08/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				6	\$800.00			
N 22	KOAT	08/27/12	08/29/12	Entertainment Tonight 630-7p	630-7p		:30			NM	3	\$2,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$800.00			
N 23	KOAT	08/27/12	08/29/12	Nightline	1105-1135p		:30			NM	3	\$825.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$275.00			
N 24	KOAT	08/27/12	08/27/12	Bachelor Pad	7-10p		:30			NM	1	\$2,200.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$2,200.00			
N 25	KOAT	08/24/12	08/24/12	Dr Oz	4-5p		:30			NM	1	\$450.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$450.00			
N 26	KOAT	08/30/12	08/30/12	Action 7 News @ 6p	6-630p		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				2	\$800.00			
N 27	KOAT	08/30/12	08/30/12	Entertainment Tonight 630-7p	630-7p		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$800.00			
N 28	KOAT	08/30/12	08/30/12	Nightline	1105-1135p		:30			NM	1	\$275.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$275.00			
N 29	KOAT	08/30/12	08/30/12	Dr Oz	4-5p		:30			NM	1	\$450.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$450.00			
Totals											48	\$32,055.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/26/12	22	\$13,705.00	\$11,649.25	\$815.45	\$12,464.70
08/27/12 - 08/30/12	26	\$18,350.00	\$15,597.50	\$1,091.83	\$16,689.33
Totals	48	\$32,055.00	\$27,246.75	\$1,907.28	\$29,154.03

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KOAT	Date: 8/21/12
---	--

I, Lauren Schumacher
do hereby request station time concerning the following issue:

Crossroads GPS

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges: \$ 32055.00 GROSS

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation;
 ☐ a committee;
 ☒ an association;
 ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

5/12/12

Date

[Signature]

Signature

703 535 3390

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

Signature

Printed Name

Title